

Message Text

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APPROVED BY: COMMERCE:USCG/JWHENDERSON

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TO AMEMBASSY LONDON

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E.O. 11652: N/A

TAGS: PFOR, SENV, SCUL, BIE

SUBJ: U.K./INTERNATIONAL PARTICIPATION IN SPOKANE

1974 EXPOSITION

REF: LONDON 10249

AMBASSADOR ANNENBERG FROM U.S. COMMISSIONER GENERAL J.
WELLES HENDERSON.

THE FOLLOWING IS A TEXT OF LETTER SIGNED ON NOVEMBER 6
BY FREDERICK DENT, SECRETARY OF COMMERCE, TO AMBASSADOR
CROMER PERSONALLY DELIVERED TO ME.

1. QUOTE DEAR AMBASSADOR CROMER: I WAS SORRY TO LEARN
THAT YOU WOULD BE UNABLE TO MEET WITH ME RECENTLY TO
DISCUSS BRITISH PARTICIPATION IN THE SPOKANE 1974
INTERNATIONAL EXPOSITION. OUR GOVERNMENT IS KEENLY
INTERESTED IN THE SUCCESS OF THIS EVENT. AMBASSADOR
ANNENBERG RECENTLY REQUESTED A PERSONAL MEETING WITH
SIR ALEX DOUGLAS HOME TO DISCUSS U.K. PARTICIPATION.
IT IS THE ONLY INTERNATIONAL EXPOSITION SCHEDULED IN THE
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UNITED STATES DURING THE 1970'S, AND HAS BEEN DESIGNATED

A MAJOR EVENT OF OUR BICENTENNIAL ERA. WE RECALL THE FINE EXHIBIT OF YOUR GOVERNMENT AT THE SEATTLE INTERNATIONAL EXPOSITION IN 1962.

2. THE FRENCH GOVERNMENT, ON OCTOBER 19, 1973, INFORMED OUR EMBASSY IN PARIS OF ITS DECISION TO PARTICIPATE. FRANCE HAS RESERVED SPACE IN A STRUCTURE ALREADY BUILT. IT WOULD BE APPROPRIATE THAT THIS BECOME A TRULY REPRESENTATIVE EUROPEAN PAVILION, WITH EACH COUNTRY RENTING AT LEAST THE BIE MINIMUM OF 4,000 SQUARE FEET FOR A SIX MONTH RENTAL COST OF APPROXIMATELY \$35,000.

3. THE ENVIRONMENTAL THEME INCLUDES THE RELATIONSHIP BETWEEN MAN AND HIS ENVIRONMENT, THE PRESERVATION OF ARCHEOLOGICAL AND HISTORIC SITES AND EXHIBITS POSSIBLY RELATED TO HMG'S REMARKABLE NATIONAL TRUST PROGRAM. THERE ARE MANY POSSIBLE SUB-THEMES. THE SUGGESTION HAS BEEN MADE THAT BRITISH FIRMS SUCH AS BRITISH AIRCRAFT CORPORATION (BAC) AND ROLLS ROYCE MIGHT COME IN UNDER A GOVERNMENTAL UMBRELLA.

4. IN OUR VIEW IT WOULD BE MOST HELPFUL TO HAVE YOU DESIGNATE A REPRESENTATIVE TO VISIT THE SITE AS A GUEST OF EXPO '74. WE BELIEVE THIS SHOULD BE ARRANGED AS PROMPTLY AS POSSIBLE. SEVERAL OTHER COUNTRIES ARE DOING THIS.

5. I WOULD BE GLAD TO HAVE ANOTHER OPPORTUNITY TO DISCUSS THE SPOKANE EXPOSITION PROJECT. ALTERNATIVELY, U.S. COMMISSIONER GENERAL HENDERSON AND STAFF WILL BE GLAD TO MAKE A PRESENTATION IN YOUR OFFICE OR COORDINATE A SITE VISIT. SINCERELY UNQUOTE. RUSH

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